

Message Text

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AMCONSUL MILAN

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

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AMCONSUL NAPLES UNN

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UNCLAS MILAN 2977

FOR: U.S. TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: FOREIGN BUYERS PROGRAM - U.S. TRADE SHOWS FOR FY 1976

REF : A) DEPT A-517

B) STATE 038624

1. THE EMBASSY AND ITALY CONSULATES HAVE CHOSEN THE
FOLLOWING US TRADE SHOWS FOR PROMOTION AS INDICATED
(BROCHURE REQUIREMENTS): ROME -

A) THE TRANSWORLD HOUSEWARES AND VARIETY EXHIBITION,
CHICAGO, JANUARY 76 (300)

B) NATIONAL SPORTING GOODS ASSOCIATION, CHICAGO, FEBRUARY
76 (300)

C) ELECTRO 76 BOSTON, MAY 76 (400).

FLORENCE -

A) 6TH ANNUAL NATIONAL BUILDING SHOW, CHICAGO, OCTOBER
75 (50)

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B) INTERNATIONAL HOTEL AND MOTEL EDUCATION EXPOSITION,
NEW YORK, NOVEMBER 75 (500)

C) NATIONAL EXPOSITION FOR FOOD PROCESSORS, SAN FRANCISCO,
JANUARY 76 (100)

D) NATIONAL SPORTING GOODS (150).

GENOA -

A) DESIGN ENGINEERING SHOW, CHICAGO, APRIL 76 (100)

B) NATIONAL SPORTING GOODS (100).

NAPLES -

A) NATIONAL EXPOSITION FOR FOOD PROCESSORS (20) NAPLES WILL
ALSO PROMOTE SHOWS LISTED UNDER ROME.

PALERMO -

A) 6TH ANNUAL NATIONAL BUILDING SHOW (25)

B) NATIONAL EXPOSITION FOR FOOD PROCESSORS (25)

C) DESIGN ENGINEERING SHOW (12)

D) ELECTRO 76 (25)

E) INTERNATIONAL PETROLEUM EXPOSITION, TULSA, MAY 76 (30)

F) INTERNATIONAL ENERGY ENGINEERING EXPOSITION AND CONGRESS,
CHICAGO, NOVEMBER 75 (25).

TURIN -

A) INTERNATIONAL ENERGY ENGINEERING (250)

B) NATIONAL SPORTING GOODS (150)

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C) DESIGN ENGINEERING (200)

D) ELECTRO 76 (150).

MILAN -

A) TRANSWORLD HOUSEWARES AND VARIETY EXPOSITION (200)

B) NATIONAL SPORTING GOODS (400)

C) ELECTRO 76 (200)

D) NATIONAL PETROLEUM EXHIBITION, TULSA, MAY 76 (200).

2. THE MILAN TRADE CENTER (MTC) PLANS TO USE CERTAIN OF ITS EVENTS TO PROMOTE THE FOLLOWING US TRADE SHOWS:

A) MTC'S WEEKEND USA PROMOTION IN DECEMBER 75 WILL BE A GOOD VEHICLE TO PROMOTE THE JANUARY HOUSEWARES SHOW AND THE FEBRUARY SPORRING GOODS SHOW. THE MTC IS REPEATING 1974'S VERY SUCCESSFUL EVENT.

B) MTC'S MARCH 76 EXHIBITION WILL BE USED TO ENCOURAGE ITALIAN ATTENDANCE AT THE TULSA SHOW AND AT ELECTRO 76. IT WILL BE HELD IN CONJUNCTION WITH THE LARGE HEVAC SHOW ON THE MILAN FAIRGROUNDS.

3. MILAN WILL ALSO REQUIRE FIVE POSTERS FOR EACH SHOW FOR USE IN THE MTC LOBBY.

4. IN PROGRAMMING FOR FY 76 ITALY REQUIREMENTS SHOULD TAKE ACCOUNT OF POSSIBILITIES FOR GROUP TRAVEL RAISED IN MILAN 385 AND IN PARA 5.

5. WE WILL ALSO RAISE THE QUESTION OF GROUP TRAVEL TO ONE OF THE TRADE SHOWS IN ROME'S VISIT USA COMMITTEE. IF THE COMMITTEE AGREES TO PROMOTE A GROUP TRIP, ALMOST ALL OF THE PROMOTIONAL WORK WILL HAVE TO BE DONE BY ONE OR MORE OF THE CO-OPERATING AIRLINES, SINCE WE DO NOT HAVE SUFFICIENT RESOURCES UNDER THE CCP TO TAKE ON GROUP TRAVEL. WE WILL REPORT SOONEST IF THE COMMITTEE WISHES TO

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